AMENDMENTS TO THE SPECIFICATION:

Please amend the paragraph commencing on page 16, line 18, as follows:

Fig. 3 is a flow chart of processing of the control unit 51 of the shopping cart 5̶1̶.

When the shopping cart is activated, the control unit waits for input data from the

customer (S31). If the input data from the customer is the commodity data, the location

detection unit 2 detects location data (S32). Then, the communication unit 1 sends an

ID code of the shopping cart, an ID code of the commodity, and the location data to the

data collection server (S33). This processing is executed whenever the commodity data

is inputted. On the other hand, when a payment command is inputted (S34), an ID

code of the shopping cart and a completion code are sent to the data accumulation unit

20 of the data collection server by the communication units 1, 7 (S35). When a list of

purchased commodities and the total price of the purchased commodities are received

from the data collection server, the display unit 4 displays the list and the total amount

(S36). However, the sum of the price is not the main subject of the present invention,

and this processing is not explained in detail.

Please amend the paragraph commencing on page 21, line 23, as follows:

Fig. 11 is a flow chart of processing of the data provision unit 22 in case of presenting an advertisement of commodity related to the customer's purchased commodity. In response to input of the commodity data from the customer, the ID code of the shopping cart, the ID code of the purchased commodity, and the location data, are sent from the shopping cart to the data collection server (S111). In the data collection server, the data accumulation unit 20 and the data analysis unit 21 are operated in the same way as in the first embodiment. On the other hand, the data provision unit executes processing shown in Fig. 11, independently from other units. First, it is decided whether the received commodity ID code is included in the data analysis result table (S112). If the commodity ID code matches one commodity ID code of a pair of commodities, the other commodity ID code of the pair of commodities is extracted (S113). Then, an advertisement sentence of the other commodity ID code is extracted from advertisement data and sent to the shopping cart (S114). Assume that a customer purchases a commodity of ID code "123412". As shown in Fig. 9, the commodity ID code "123412" is included in the data analysis result table, and the other ID code "321322" of the pair of commodities including the ID code "123412" is extracted. Then, an advertisement, such as text, for commodity ID code "321322" is extracted from the advertisement data. Fig. 12 is one example of the advertisement data. In this case, the advertisement sentence "New sale by washing power up. Now on service at half price during the sale period." and the commodity name is sent to the shopping cart. The advertisement data is previously stored in the memory 9 of the data

collection server. As shown in Fig. 12, the commodity ID code and advertisement

sentence are correspondingly stored in the memory 9 of the data collection server. The

advertisement sentence may include an image related to the commodity.

Please amend the paragraph commencing on page 23, line 11, as follows:

Next, according to a third embodiment, the location of counter of commodity related to the customer's purchased commodity is presented to the customer. Fig. 13 is a flow chart of processing of the data provision unit 2 of the data collection server according to the third embodiment. A difference from the second embodiment is that the location data of a commodity related to the customer's purchased commodity is presented instead of the advertisement sentence. First, in response to input of the commodity data from the customer, the ID code of the shopping cart, the ID code of the purchased commodity, and the location data are sent from the shopping cart to the data collection server (S131). In the data collection server, the data accumulation unit 20 and the data analysis unit 21 are operated in the same way as in the first embodiment.

Please amend the paragraph commencing on page 24, line 3, as follows:

On the other hand, the data provision unit executes processing shown in Fig. 13, independently from other units. First, it is decided whether the received commodity ID code is included in the data analysis result table (S132). If the commodity ID code is matched with one commodity ID code of a pair of commodities, the other commodity ID code of the pair of commodities is extracted (S133). Then, the location data of the other commodity ID code is extracted from a location database and sent to the shopping cart (S133) (S134). Assume that some customer purchases a commodity of ID code "123412". As shown in Fig. 9, the commodity ID code "123412" is included in the data analysis result table, and the other ID code "321322" of the pair of commodities including the ID code "123412" is extracted. Then, the location data of commodity code "321322" is extracted from the location database. Fig. 14 is one example of the location database. In this case, the location data "(32, 33)" and the commodity name is sent to the shopping cart. The location database is previously stored in the memory 9 of the data collection server. As shown in Fig. 14, the commodity ID code and the location data are correspondingly stored in the memory 9 of the data collection server. In the shopping cart, after receiving the commodity name and the location data, a point corresponding to the location data is drawn onto a store map stored in the shopping cart. A mapping method for drawing a location point onto the map is already executed in car navigation system. Accordingly, the explanation is omitted. As the specific feature of the third embodiment, the customer's tendency of purchase commodity is analyzed based on the purchase commodity data from the shopping cart, and the

location of commodity apt to be purchased next is displayed on the store map according to the analysis result.

Please amend the paragraph commencing on page 29, line 9, as follows:

Fig. 21 is a flow chart of processing of the shopping cart. A specific point different from the first embodiment is that, a question related to the commodity sent from the data collection server is displayed in order for a customer to urge to input an answer, and the answer inputted by the customer is sent to the data collection server. First, when the shopping cart is activated, the control unit waits for the input data from the customer. If the input data from the customer is the commodity data (S210), the location detection unit detects the location data of the shopping cart (S211). Then, the communication unit 1 sends the ID code of the shopping cart, the ID code of the commodity, and the location data to the data collection server (S221) (S212). This processing is executed whenever the commodity data is inputted. On the other hand, when a payment command is inputted (S213), the ID code of the shopping cart and the completion code are sent to the data accumulation unit 20 of the data collection server by the communication units (S214). When the list of purchase commodities and the total amount of price of the purchase commodities are received from the data collection server, the display unit 4 displays the list and the total amount (S215). When a question is received from the data collection server (S216), the question is presented through the display unit (S217). If an answer for the question is inputted through the input unit (S218), the ID code of the commodity and the answer are sent to the data collection server (S219). As for the customer who answered to the question, discount service of purchase commodity may be executed in this system.